

March 2001

Dear Potential Food Vendor:

After an incredibly successful first two years, White River State Park is seeking to expand the number and variety of restaurants for the third annual **Taste of Indiana**. On July 28, 2001, food from Indiana's best restaurants will again be center stage at the state's first urban state park. Nearly 50,000 people flocked to downtown Indianapolis for the 2000 event to sample "tastes" from more than 25 restaurants from around the state and vote for their favorites.

**Taste of Indiana** is an outdoor food festival that will feature restaurants from around the state, as well as music and family entertainment. The event also features a "best of" competition and a "People's Choice Award." Our event sponsors include WISH-TV and Q-95 radio, which are providing in-kind TV and radio advertising for the event.

As one of the *best* destination restaurants in the State of Indiana, we are writing to you to invite you to take part in the third annual **Taste of Indiana** on Saturday, July 28, 2001 from 11 a.m. – 11 p.m.

**Why you should participate?**

- You have one of the *BEST* restaurants in the state of Indiana and we want to showcase all of the flavors our state has to offer.
- You can make money! Restaurants will only pay \$800 for booth space (tent, covered tables and signage will be provided) plus 10% of gross sales.
- It is a wonderful way to showcase your restaurant to a captive consumer audience.

Please fill out the enclosed application to be included in the **Taste of Indiana** and return it by April 30, 2001. Applications will be reviewed and notification of acceptance will take place by May 15, 2001. Contracts and guidelines will be issued shortly there after. If you have any questions, please call Melissa Cooper Bingham at 317-575-8839.

We look forward to seeing you at the 3rd annual Taste of Indiana!

Sincerely,



Donna Imus  
Deputy Director  
White River State Park



Melissa Cooper Bingham, CMP  
Event Coordinator  
Cooper Communications, Inc.

# **TASTE OF INDIANA · JULY 28, 2001**

## **FOOD VENDOR APPLICATION**

(Please print or type)

To be a part of the 2001 Taste of Indiana, please complete this form and send it with your \$100 deposit to the address below. **Checks should be made payable to White River State Park.** Upon acceptance, a contract will be sent to you and the balance of the booth fee (\$700) will be due.

### **CHANGES TO TASTE 2001**

#### **Fees**

In addition to the booth fees, Taste of Indiana will take a 10% cut of all food sales. Taste of Indiana will sell all tickets that will be used to purchase food. Tickets will be redeemed for you after the event.

#### **Portion Size**

Food Vendors must keep in mind that this is a "taste." Portion sizes should not be full size servings of an item. Servings should be "tastes," no more than 3 ounces.

#### **Price Points**

Price points on items should range between \$1.00 and \$5.00. No item may exceed \$5.00 in price.

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Contact Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (day) \_\_\_\_\_ (evening) \_\_\_\_\_

Fax \_\_\_\_\_ e-mail \_\_\_\_\_

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### **MENU**

The Food Vendor Committee reserves the right to eliminate restaurants and menu items due to duplicity.

Description of items to be sold

Price of item


(Food vendors are prohibited from selling Coke, Pepsi, Water or similar products and all alcohol)

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### **BOOTH DESCRIPTION**

Booth space needed: 10'x10' \_\_\_\_\_ 10'x20' \_\_\_\_\_ Other \_\_\_\_\_

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Please complete and return to:

### **TASTE OF INDIANA FOOD VENDOR APPLICATIONS**

c/o Cooper Communications, Inc.  
22 Woodland Drive  
Carmel, IN 46032